

Appln. No. 09/472,666

Reply to: Final Office Action of October 28, 2004

Title: METHOD AND MEDIA FOR VIRTUAL PRODUCT PLACEMENT

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims** (deleted text being struck through and added text being underlined):

1. through 18. (Canceled)

1 19. (Previously Presented) A removable moving media,  
2 comprising:  
3 a source content;  
4 a removable content disposed within the source content for  
5 providing a virtual product location; and  
6 a communication assembly in communication with a virtual  
7 product source providing a virtual product which is a commercial  
8 item, the communication assembly providing access to the source  
9 content and the removable content,  
10 wherein the communication assembly allows the virtual  
11 product source to place and update the location of the virtual  
12 product within the removable moving media through utilization of  
13 the removable content disposed within the source content.

20. through 21. (Canceled)

1 22. (Previously Presented) The removable moving media of  
2 claim 19, wherein the source content is a video game.

1 23. (Previously Presented) The removable moving media of  
2 claim 19, wherein the source content is at least one of a streaming  
3 video, a film, a video stream, and a video file format.

1 24. (Previously Presented) The removable moving media of  
2 claim 19, wherein the source content is a digital source content.

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1        25. (Previously Presented) The removable moving media of  
2 claim 19, wherein the virtual product is placed within the removable  
3 moving media through at least one of a paint, a montage, an  
4 animation, and an instantiation process.

26. through 32. (Cancelled)

1        33. (Currently Amended) A system for placing virtual  
2 products within a moving media, comprising:

3            an original moving media content source including a  
4 removable content, the removable content providing a virtual  
5 product location;

6            a network in communication with the original moving media  
7 content source, the network providing a virtual product source; and  
8            a virtual product disposed within the virtual product source,  
9 the virtual product being a commercial item enabled for placement  
10 in the virtual product location of the removable content and update  
11 [[[in]]] the virtual product location of the removable content,  
12            wherein the virtual product is downloaded from the network,  
13 and placed, and updated on the moving media in the virtual product  
14 location.

1        34. (Previously Presented) The system of claim 33,  
2 wherein the network includes at least one of a website on a network  
3 and a peripheral computing system.

1        35. (Previously Presented) The system of claim 33,  
2 wherein the virtual product source updates the virtual product  
3 location on the removable content within the original moving media  
4 content source.

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1       36. (Previously Presented) The system of claim 33,  
2       wherein the original moving media content source is a video game.

1       37. (Previously Presented) The system of claim 33,  
2       wherein the original moving media content source is at least one of  
3       a streaming video, a film, a video stream, and a video file format.

1       38. (Previously Presented) The system of claim 33,  
2       wherein the original moving media content source is a digital source  
3       content.

1       39. (Previously Presented) The system of claim 33,  
2       wherein the virtual product is placed within the virtual product  
3       location through at least one of a paint, a montage, an animation,  
4       and an instantiation process.

1       40. (Withdrawn) A method of selling the placement of  
2       products in moving media content released over time, comprising:  
3               dividing the time over which the content is released into a  
4       plurality of time slots;  
5               selling the placement of a product in the content by time slot;  
6       and  
7               placing the product into the content released in the time slot  
8       for which the product placement was sold  
9               updating the product in the content by downloading a new  
10      product into the content from a network.

1       41. (Withdrawn) The method of claim 40, wherein the  
2       network includes at least one of a website on a network and a  
3       peripheral computing system.

1       42. (Withdrawn) The method of claim 40, wherein the  
2       original moving media content source is a video game.

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1        43. (Withdrawn) The method of claim 42, wherein the  
2 original moving media content source is at least one of a streaming  
3 video, a film, a video stream, and a video file format.

1        44. (Withdrawn) The method of claim 43, wherein the  
2 original moving media content source is a digital source content.

1        45. (Withdrawn) A method of selling the placement of  
2 products in moving media content released in a plurality of  
3 geographic areas, comprising:

4            producing different versions of the content for different  
5 geographic areas;

6            selling the placement of a product in the content by  
7 geographic area;

8            placing the product into the geographic version for which the  
9 product placement was sold; and

10          updating the product in the different versions of the content  
11 for different geographic areas by downloading a new product into  
12 the content from a network.

1        46. (Withdrawn) The method of claim 45, wherein the  
2 network includes at least one of a website on a network and a  
3 peripheral computing system.

1        47. (Withdrawn) The method of claim 45, wherein the  
2 original moving media content source is a video game.

3  
1        48. (Withdrawn) The method of claim 47, wherein the  
2 original moving media content source is at least one of a streaming  
3 video, a film, a video stream, and a video file format.

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1        49. (Withdrawn) The method of claim 48, wherein the  
2 original moving media content source is a digital source content.

1        50. (Withdrawn) A method of selling the placement of  
2 products in moving media content distributed in a plurality of  
3 channels, comprising:

4            producing different versions of the content for different  
5 channels;

6            selling the placement of a product in the content by  
7 distribution channel;

8            placing the product into the channel version for which the  
9 product placement was sold; and

10            updating the product in different versions of the content for  
11 different channels by downloading a new product into the content  
12 from a network.

1        51. (Withdrawn) The method of claim 50, wherein the  
2 network includes at least one of a website on a network and a  
3 peripheral computing system.

1        52. (Withdrawn) The method of claim 50, wherein the  
2 original moving media content source is a video game.

1        53. (Withdrawn) The method of claim 52, wherein the  
2 original moving media content source is at least one of a streaming  
3 video, a film, a video stream, and a video file format.

1        54. (Withdrawn) The method of claim 53, wherein the  
2 original moving media content source is a digital source content.

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1        55. (Previously Presented) A digital source content  
2 disposed on a streaming video, comprising:  
3            a source content including a motion picture;  
4            a removable content disposed within the source content for  
5 providing a virtual product location; and  
6            a communication assembly in communication with a virtual  
7 product source providing a virtual product which is a commercial  
8 item, the communication assembly providing access to the source  
9 content and the removable content,  
10          wherein the communication assembly allows the virtual  
11 product source to place and update the location of the virtual  
12 product within the removable moving media through utilization of  
13 the removable content disposed within the source content.

1        56. (Previously Presented) A digital source content  
2 disposed on a digital video disk (DVD), comprising:  
3            a source content including a motion picture;  
4            a removable content disposed within the source content for  
5 providing a virtual product location; and  
6            a communication assembly in communication with a virtual  
7 product source providing a virtual product which is a commercial  
8 item, the communication assembly providing access to the source  
9 content and the removable content,  
10          wherein the communication assembly allows the virtual  
11 product source to place and update the location of the virtual  
12 product within the removable moving media through utilization of  
13 the removable content disposed within the source content.

1        57. (Previously Presented) The removable moving media of  
2 claim 19, wherein the virtual product is a commercial item  
3 associated with a brand identity.

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1        58. (Previously Presented) The removable moving media of  
2 claim 57, wherein the commercial item comprises packaging  
3 containing a consumable product.

1        59. (Previously Presented) The removable moving media of  
2 claim 58, wherein the commercial item is a can of beer.

1        60. (Previously Presented) The removable moving media of  
2 claim 26, wherein the virtual product content is a commercial item  
3 associated with a brand identity.

1        61. (Previously Presented) The removable moving media  
2 of claim 60, wherein the commercial item comprises packaging  
3 containing a consumable product.

1        62. (Previously Presented) The removable moving media of  
2 claim 33, wherein the virtual product is a commercial item  
3 associated with a brand identity.

1        63. (Previously Presented) The removable moving media  
2 of claim 62, wherein the commercial item comprises packaging  
3 containing a consumable product.

1        64. (Previously Presented) The digital source content of  
2 claim 55, wherein the virtual product is a commercial item  
3 associated with a brand identity.

1        65. (Previously Presented) The digital source content of  
2 claim 64, wherein the commercial item comprises packaging  
3 containing a consumable product.

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1        66. (Previously Presented) A removable moving media,  
2 comprising:  
3            a source content adhering to an MPEG-4 format;  
4            a removable content disposed within the source content for  
5 providing a virtual product location; and  
6            a communication assembly in communication with a virtual  
7 product source providing a virtual product which is a commercial  
8 item, the communication assembly providing access to the source  
9 content and the removable content,  
10          wherein the communication assembly allows the virtual  
11 product source to place and update the location of the virtual  
12 product within the removable moving media, via an instantiation of  
13 the virtual product, through utilization of the removable content  
14 disposed within the source content.